


ExLibris
The bridge to knowledge



**The Library 2.0 challenge:
are you ready?**

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Let's start at the very beginning


- Library 2.0 was coined by Michael Casey on his blog LibraryCrunch and was a direct spin-off of the terms Business 2.0 and Web 2.0
- Library 2.0 made its conference debut at Internet Librarian 2005
- So, it's not new...



But what does it mean?

Library services are **frequently evaluated and updated** to meet the **changing needs** of library users.


Library 2.0 also calls for libraries to **encourage user participation and feedback** in the **development and maintaining** of library services.



But what does it mean?


The **active and empowered** library user is a **significant component** of Library 2.0.

The user is **participant, co-creator, builder, and consultant** – whether the product is **virtual or physical**.



Now, the first questions

- In your library, are your users:
 - **active and empowered?**
- In your library, are your users:
 - **significant components?**
- Or, in your library:
 - is everything the way it always has been?



But why does it matter?

- The Librarians and Libraries that do not accept the change will inevitably be victims of the evolution. For the dinosaurs it will indeed be the end. (James Thompson)
- We are already very close to the day in which a great social science Library could exist in a space less than 10 feet square. (F. W. Lancaster)



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So, it's all over – right?

- WRONG!
- There are five times as many Library cards as Amazon users
- One person in six in the world is a registered library user
- There are more Libraries than McDonalds in the USA
- There are over one million Libraries and 700,000 Librarians worldwide



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So, we must adapt – right?

- RIGHT!
- We are serving Digital Natives (Millennials) for whom:
 - Autobiography happens in real time on MySpace or Facebook
 - Google has always been a verb
 - Ctrl, Alt, Del is as basic as ABC



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Seven things Digital Natives want

1. Instant gratification – because convenience trumps quality
2. Just enough – not complete, nor perfect
3. Mobile anytime, anywhere information
4. Mobile anytime, anywhere technology
5. Technology as a norm
6. Cheap, fast and good
7. Personalisation



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Let's consider MySpace



30 billion monthly page views
 200,000-250,000 posts a day
 15 million daily users



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MySpace scores 7 out of 7!



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Let's consider Facebook

facebook

Facebook is a social utility that connects you with the people around you.

80% of all college and university students in North America

95% of students in universities like North Carolina State University, Stanford University, and the University of Toronto



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Seven things Digital Natives want

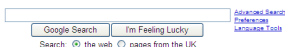
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7. Personalisation

Facebook scores 7 out of 7!



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Let's consider Google



[Advertising Programmes](#) - [Business Solutions](#) - [About Google](#) - [Go to Google.com](#)

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Google's mission is to organize the world's information and make it universally accessible and useful.



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Your Library vs. Google

Isn't that our job?



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Why do users use Google?

- Why do you use Google/why do I use Google?
 - Google is fast!
 - Google is simple!
 - Google is always there!



- You don't have to wait for Google!
- You don't have to learn Google!
- You don't have to go to Google!



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Three (of ten) things Google thinks

- "Focus on the user and all else will follow"
- "Great just isn't good enough"
- "Fast is better than slow"



Web Search © the web pages from the UK Results 1-10 of about 7,600,000 for CERN (0.06 seconds)

CERN - European Organization for Nuclear Research
From CERN, a complete introduction to the world's largest particle physics laboratory.
[www.cern.ch](#) - [194](#) - [200808](#) - [Similar Sites](#)

[LHC project in 7 questions](#) [Press Office](#)
[Site Map](#) [the coolest place in the Universe](#)



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Here's some interesting news

"A Google initiative setting out standards for social networking websites was given a boost last month when rival search company Yahoo agreed to support the service.

OpenSocial is also backed by MySpace, Bebo, Friendster and Hi5."

IWR, April 2008, Issue 245, pp3



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Now, the next question

- Between leaving work on Friday evening and arriving back on Monday morning, who used:
 - Google?
 - MySpace?
 - Facebook?
 - Any Library catalogue?



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Ex Libris' Library catalogue



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III's Library catalogue



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Seven things Digital Natives want

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7 out of 7? Maybe not...



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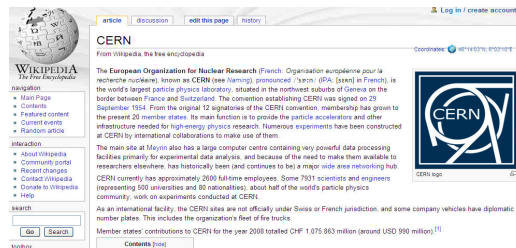
Now, another two questions

- When did you last use Britannica (or any other printed encyclopaedia)?
- When did you last use Wikipedia?



Wikipedia: The Free Encyclopedia

- 'that anyone can edit'
- 2,330,822 articles in English



Library 2.0 – give it to me straight

The key principles of Library 2.0 are not just about access to books and information.

It is about **innovation**, about **people**, and about **community building**, enabled through the **participation** that **social computing** brings.

Library 2.0 – give it to me straight

It achieves this through **trust** and **encouraging users to share ideas** through **writing, rating, and commenting** against everything in the Library's collection.

It makes the collection **open to developers** to **use, re-use and improve!**

Putting all the pieces together

- Web 2.0: Enabling user contributions
- A state-of-the-art Web interface
- Keyword searching
- Faceted navigation
- Recommendations
- Enriched content
- Did you mean...?
- Relevancy
- RSS

Let's consider what's available

- AquaBrowser
 - Medialab Solutions BV
- Encore
 - Innovative Interfaces
- Endeca
 - Endeca Technologies
- Primo
 - Ex Libris
- WordCat Local
 - OCLC

Let's try what's available

- [AquaBrowser](#)
Trinity College Library Dublin
- [Endeca](#)
NCSU Libraries
- [Encore](#)
University of Glasgow
- [Primo](#)
The University of Iowa Libraries
- [WorldCat Local](#)
University of Washington Libraries



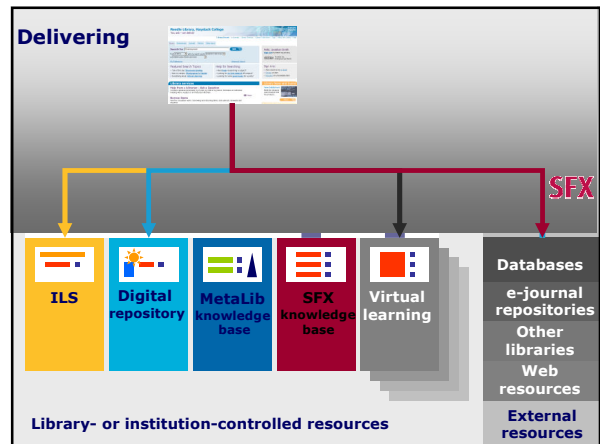
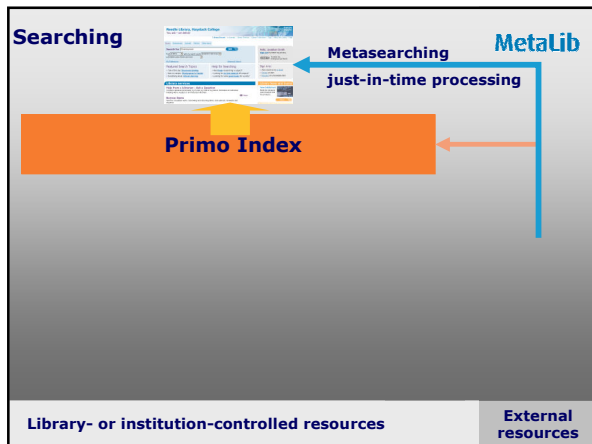
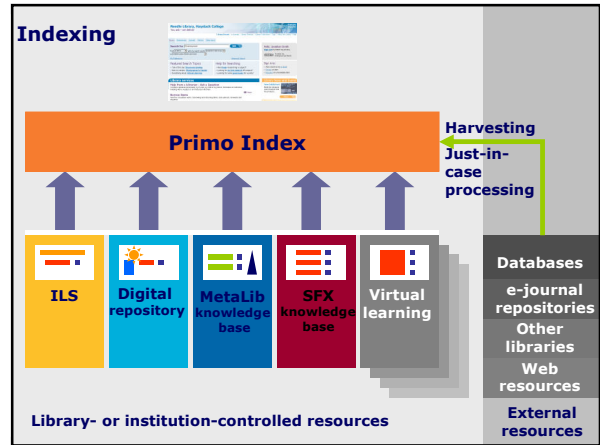
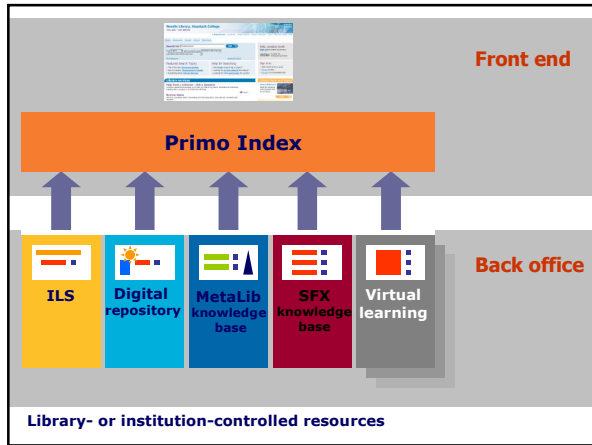
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Let's look at the architecture

- Basically, we decoupled the user experience and the administrative functions or, in other words, we designed the user interface thinking only about the user experience
- And then we made it work





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What is Primo?


A discovery and delivery system




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Or,


Means for users to easily find and get scholarly information of all types




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Or,

Means for the Library to expose its diverse collections through one interface





...and make sure users are aware of them

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Actually...


It's putting the Library resources and services in the user's context



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Library 2.0 translation table


Library	Library 2.0
• Cataloguing	• Metadata
• Classification	• Folksonomy
• Reference	• Links to resources
• User Instruction	• Moderated chat rooms
• Working space	• 24 hour wired campus

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Final thought

The future belongs not to those 'who want to be comfortable or avoid risk' but to those who are inspirational and 'just do it'.

Dame Lynne Brindley, DBE
Chief Executive, British Library

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The Library 2.0 challenge

Are you ready?



Thank You!

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